FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Suite D
Edison, N.J. 08837

Date 02/26/97

Number of pages including cover sheet 5

To:		From:	
Kaushik Shah		Lanny Wolfe	
Phone		Phone	908-225-4774
Fax Phone	201-222-0372	Fax Phone	908-417-9076
CC:	G. Brown		

REMARKS:

☐ Urgent x For your review ☐ Reply ASAP ☐ Please comment

Dear Kaushik,

Attached is the information you will need to work a Salem .20 off DPC 4 carton display promotion. Please order extra Salem product to be received on 3/7/97.

Chrissy and Jason will:

1. Black Line and sticker 240 ctns Salem K & 240 ctns Salem Lts .20 off per pk

2. Pack 2 Salem K & 2 Salem Lts in blue display#524723 with Salem riser card affixxed to each.

3. When displays have been completed give Chrissy invoice for $2.00 off per carton and black line & stickering to be sent in with normal weekly request for payment for blackline & stickering.

Displays and riser cards have been ordered.

Sincerely,

Lanny

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Source: https://www.industrydocuments.ucsf.edu/docs/klfy0000

Salem

R. J. Reynolds Tobacco Company
1st Qtr. 1997 DPC PROMOTION
(for accounts 100 ctns per week or less)

Account: #543805 VIKISHA

Brand Promotion		Salem .20off park 4 ctn display	

Display Packing	2 ctn Salem K 2 ctn Salem Lt	
Display	Temporary 40 pk shipper display #524723 with Salem Large PPD Riser card #503051	
Allocation (cs)	4 cs Salem K(12M) 4 cs Salem Lt(12M)	
Displays	120	
Assembly	To be blacklined& stickered and placed in display with Salem riser card by Chrissy and Jason.	
Date Product Shipped	3/7/97	
Display Assembly (timing)	Immediately	
Displays Shipped to Retail	Limit one display per retail account.	Displays may be sold to any account not listed on attached list.

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Vikisha - The Salem .20 off 4 ctn DPC display is designed for low volume accounts. Please do not sell to high volume accounts on this list.

ACCOUNT	NAME	ADDRESS-1	CITY	STATE	PHONE-NUMBER
876648	7-11 #21390	38 PASSAIC AVE	NUTLEY	NJ	2012359529
494422	7-11 #26879	7800 MAPLE AVE	PENNSAUKEN	NJ	6096657102
585448	A&B MINI MART	1124 WASHINGTON ST	HOBOKEN	NJ	2019630310
734031	AIRPORT MARKET	103 MOONACHIE	MOONACHIE	NJ	2014382996
642812	AMERICAN NEWS & MAG	5101 BERGENLINE AVE	WEST NEW YORK	NJ	2018658792
590639	AVENEL SUPERMARKET	1008 RAHWAY AVE	AVENEL	NJ	9087509660
528506	BENNY'S	7000 PARK AVE	GUTTENBERG	NJ	2016629443
454437	BIND FOODS, INC.	198 WASHINGTON ST	NORTHVALE	NJ	2017673001
651436	BLIMPY'S	75 MONTGOMERY ST	JERSEY CITY	NJ	2014131998
715160	BORINQVEN CORNER	1063 WESTSIDE AVE	JERSEY CITY	NJ	2014343993
315936	BOULEVARD GREETINGS	46 JOURNAL SQ	JERSEY CITY	NJ	2016562665
597086	BROAD NEWS/FOOD	300 BROAD ST	BLOOMFIELD	NJ	2014297837
270415	BROAD ST. NEWS	1301 S BROAD ST	TRENTON	NJ	6093966910
704379	C & M SHELL INC.	496 CENTRAL AVE	ORANGE	NJ	2016739611
80038	C & R VARIETY	1221 NEW YORK AVE	UNION CITY	NJ	2018661574
643895	CANDY CORNER	638 WILLOW AVENUE	HOBOKEN	NJ	2016598401
420146	CAROUSEL EXPRESS	637 KINDERKAMACK RD	RIVER EDGE	NJ	2012627047
587748	CARTERET KRAUSZER	129 WASHINGTON AVE	CARTERET	NJ	9089693155
590043	CEDARBROOK LIQUORS	RT. 73 & BLUE ANCHOR	WATERFORD	NJ	6095614697
233510	CENTRAL CORNER STORE	481 CENTRAL AVE	EAST ORANGE	NJ	2016740759
716551	CHUCKY VARIETY STORE	1700 BERGENLINE AVE	UNION CITY	NJ	2012231115
453151	CIRCLE FOOD MART	9 TENAFLY RD	ENGLEWOOD	NJ	2018941652
695602	CITY NEWS	2988 JOHN F KENNEDY BLVD	JERSEY CITY	NJ	2014200020
275496	DELUCAS CONF	1086A AVENUE C	BAYONNE	NJ	2018589223
747220	DEMAREST STATIONERY	132 HARDENBURGH AVE	DEMAREST	NJ	2017680661
440535	E Z BUY FOOD STORE	244 PLAINFIELD AVE	EDISON	NJ	9088193515
570147	EDWARD GROCERY	3219 JOHN F KENNEDY	JERSEY CITY	NJ	2017988144
773908	EVERYTHING NICE	6207 BERGENLINE AVE	WEST NEW YORK	NJ	2018548943
271164	EXCHANGE PLACE	10 EXCHANGE PLACE	JERSEY CITY	NJ	2014332475
672559	FERRY NEWSTAND INC	215 FERRY ST	NEWARK	NJ	2013441855
542208	FILIPINAS GROCERY	93 BOWER STREET	JERSEY CITY	NJ	2017927072
772864	FIONICK	22 JOURNAL SQ	JERSEY CITY	NJ	2016598383
329255	FOUR CORNER MARKET	192 ORANGE AVE	IRVINGTON	NJ	2013994905
274199	FOUR CORNER STATIONE	507 MAIN ST	LITTLE FALLS	NJ	2012561213
400943	FRIENDLY NEWS & FOOD	128 MONTGOMERY ST	BLOOMFIELD	NJ	2014298915
228027	FUJI DELI/NEWS	4 N BROAD ST	TRENTON	NJ	6093931115

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464880	GALA CARD & GIFT	932 STUYVESANT AVE	UNION	NJ	9086873812
607167	GAYATRI CORP.	605 HARRISON AVENUE	HARRISON	NJ	2014840619
344223	GOLDEN BEER 7 LIQUOR	614 HARRISON AVE	HARRISON	NJ	2014838322
56906	HANY'S DELI CORP	56 BOWERS ST	JERSEY CITY	NJ	2017988043
680708	HASBROUCK HGHTS CONV	335 BOULEVARD	HASBROUCK HEIGHTS	NJ	2012884010
698860	HOBOKEN FERRY NEWS	1 HUDSON PL	HOBOKEN	NJ	2017959272
723187	HOLLYWOOD DELI	1212 WASHINGTON ST	HOBOKEN	NJ	2012220576
738726	HOLLYWOOD DELI	1212 WASHINGTON ST	HOBOKEN	NJ	2012220576
623322	IN & OUT CONVENIENCE	87 ATLANTIC ST	HACKENSACK	NJ	2013438604
611906	JAY'S GROCERY, INC.	408 CENTENNIAL AVE	CRANFORD	NJ	9087099091
489758	JAYDIN GIFT	467 LYONS PLAZA	NEWARK	NJ	2019239012
686832	JERSEY PRIDE	162J NEWMAN SPRINGS RD	LINCROFT	NJ	9087588989
354548	JUNIOR MINI MARKET	1516 KENNEDY BLVD	UNION CITY	NJ	2018634483
655004	JUNIOR'S MINI MART	451 453 ST. PAUL AVENUE	JERSEY CITY	NJ	2012220366
475894	K. C. NEWS	14 COMMERCE ST	NEWARK	NJ	2017333413
541255	KADISHNA, INC.	69 W PALISADE AVE	ENGLEWOOD	NJ	2018940507
462385	KRAUSZER'S #8	312 PARSIPPANY RD	PARSIPPANY	NJ	2015153451
668989	KRAUSZERS	317 VALLEY RD	WAYNE	NJ	2016288804
564167	KRAUSZERS #465	1825 WOOD & RT 130	NEW BRUNSWICK	NJ	9082973140
662429	KRAUSZERS/MIRSHIL IN	317 BROAD ST	MATAWAN	NJ	9082901711
472661	LINCOLN STATIONERY	95A LINCOLN AVE	FAIR LAWN	NJ	2014279668
432586	LIQUOR CITY	1345 US HIGHWAY 1	NORTH BRUNSWICK	NJ	9085454411
450129	LONDON NEWS TA SHOPP	499 ERNSTON RD	PARLIN	NJ	9085252920
385276	LUCKY BILL'S	2720 JOHN F KENNEDY	JERSEY CITY	NJ	2014346799
773460	M&S STATIONERY	4523 BERGENLINE AVE	UNION CITY	NJ	2013309296
488073	MARINA NEWS, INC.	1000 STUYVESANT AVE	UNION	NJ	9086887359
327227	MIRALI CORP	1299 PAT.PLANK RD.	SECAUCUS	NJ	2018663458
268010	MR. K'S STATIONARY	1376 QUEEN ANNE RD	TEANECK	NJ	2018330949
472027	NATIONAL FOOD STORES	40A MEADOWLANDS PKY	SECAUCUS	NJ	2018663417
840087	NEW WAY MARKET	140 FRANKLIN ST	BLOOMFIELD	NJ	2014291007
377076	NEWPORT NEW SHOP	111 PAVONIA AVE	JERSEY CITY	NJ	2017987333
291071	NEWS SHOP	400 N BROAD ST	ELIZABETH	NJ	9083556229
450148	NICK'S GROCERY	234 MAIN ST	HACKENSACK	NJ	2013432022
652812	NICKS QUICK SHOP	183 BOULEVARD	HASBROUCK HEIGHTS	NJ	2012883333
637013	NICKS QUICK STOP	550 BROAD AVE	RIDGEFIELD	NJ	2019454699
633074	NJ BARGAIN	435 MORRIS AVE	ELIZABETH	NJ	9083540601
566925	OAK CONVENIENCE	1004 LIVINGSTON AVE	NORTH BRUNSWICK	NJ	9088284547

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642635	ONE STOP LIQUOR/DELI	592 RIDGE RD	NORTH ARLINGTON	NJ	2019916767
276324	PEREZ GROCERY	6201 PARK AVE	WEST NEW YORK	NJ	2018549551
401015	PIONEER LIQUORS	652 JORALEMON ST	BELLEVILLE	NJ	2017592435
276678	PODEWITZ DELI	400 CENTRAL AVE	JERSEY CITY	NJ	2016595410
728312	PURI CONVENIENCE INC	9 LAURENCE PKY	LAURENCE HARBOR	NJ	9085563530
319324	QUIK SHOP FOOD STORE	264 MAIN ST	NEW MILFORD	NJ	2015990258
336462	R&J CORP.T/AKRAUSZER	683 FLORIDA GROVE RD	PERTH AMBOY	NJ	9086364950
516978	RAD PRAHAS NEWS	110 NEWARK AVE	JERSEY CITY	NJ	2014334919
547401	RAGUV DISCOUNT	6905 BERGENLINE AVE	GUTTENBERG	NJ	2018546292
704122	REHMAN DELI & GROC.	4306 KENNEDY BLVD	UNION CITY	NJ	2018638146
222569	RENA ENTERPRIZE	2106 KENNEDY BLVD	UNION CITY	NJ	2018674346
273029	ROSEMART CONF	507 HARRISON AVE	HARRISON	NJ	2014819661
697874	RUES LN FOOD & CONV	314 RUES LN	EAST BRUNSWICK	NJ	9082389757
740683	RUPA FOOD STORE INC	319 ROSELLE ST	LINDEN	NJ	9089256482
328815	SHOPPERS EXPRESS	62 W CHURCH ST	BERGENFIELD	NJ	2013879537
397647	SHOPPERS EXPRESS	300 WASHINGTON AVE	BELLEVILLE	NJ	2017511438
407896	SHOPPERS EXPRESS	155 ROSELAND AVE	CALDWELL	NJ	2014031059
690537	SHOPPERS LIQUOR	744 HAMBURG TPKE	POMPTON LAKES	NJ	2018358887
641413	SHORE HILLS IGA	190 MOUNT ARLINGTON BLVD	LANDING	NJ	2017732775
718954	SHVE INC	871 BERGEN AVE	JERSEY CITY	NJ	2010320100
472745	SIMPLY ELEGANT	1103 GOFFLE RD	HAWTHORNE	NJ	2014230202
654369	SOFT TOUCH NEWS STAN	95 CHRISTOPHER COLUMBUS DR	JERSEY CITY	NJ	2013333321
273731	SQUARE R&S INC.	28 WILSEY SQ	RIDGEWOOD	NJ	2014447728
274299	STATE NEWS	3000 JOHN F KENNEDY	JERSEY CITY	NJ	2016534439
595470	STATE PRIZE LIQUORS	2191 MORRIS AVE	UNION	NJ	9086861845
739777	SUPER SHOP	626 RIDGE RD	LYNDHURST	NJ	2014608044
57585	SUPER VALUE LIQUOR	33 S BROAD ST	ELIZABETH	NJ	9082890890
436191	TEANECK DAILY NEWS	502B CEDAR LN	TEANECK	NJ	2019070096
956548	THE DEPOT	30-107 MALL DRIVE W	JERSEY CITY	NJ	2016265050
771166	THE OFFICE EMPORIUM	1 UNIVERSITY PLACE	HACKENSACK	NJ	2013436221
708442	TINY'S LIQUORS	7727 BROADWAY	NORTH BERGEN	NJ	2018693841
344235	TORRELLI DELI/LIQUOR	159 LINCOLN ST	JERSEY CITY	NJ	2016597478
400304	TOWN STATIONARY	386 BROAD AVE	LEONIA	NJ	2015858532
876671	UNION CITY NEWS	3202 BERGENLINE AVE	UNION CITY	NJ	2018655834
585447	UPTOWN NEWS	1315 WASHINGTON ST	HOBOKEN	NJ	2016593349
661333	VIRAGE GROC INC	280 MORNINGSTAR RD	STATEN ISLAND	NY	7188165285
364414	VIRAM CORPORATION	827 ELIZABETH AVE	ELIZABETH	NJ	9083513222

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401020	WARM WISHES	323 UNION AVE	BELLEVILLE	NJ	2017510595
593754	WELSH FARMS	521 W WESTFIELD AVE	ROSELLE PARK	NJ	9082416408
741452	WELSH FARMS	692 LIVINGSTON AVE	NORTH BRUNSWICK	NJ	9088435511
36188	WESTFIELD MINIMART	301 SOUTH AVE E	WESTFIELD	NJ	9086547530
585638	YOGI GROCER INC.	1263 BROAD ST	BLOOMFIELD	NJ	2013388770
	Total 115 Accounts				

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TRANSMIT CONFIRMATION REPORT

NO.	:	012
RECEIVER	:	12012220372
TRANSMITTER	:	R.J.REYNOLDS TOB 12
DATE	:	FEB 26'97 15:17
DURATION	:	05'14
MODE	:	STD
PAGES	:	06
RESULT	:	OK

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